

Rep Order# 6849389 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 205046

Printed: 10/05/2012 4:35 PM
Last Received: 10/05/2012 3:52 PM
Showing Buylines: All Rep Revised Lines

1 of 5

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO CNX SCHEDULE
ATTN ALL LINES
ATTN NEW TTL
PLEASE CFN
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	7A-8A	0	\$25.00
*2		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	7A-8A	0	\$25.00
*3		Buyline Comment: NEW MEX STYLE V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	8A-9A	0	\$45.00
*4		Buyline Comment: NEW MEX STYLE V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	8A-9A	0	\$45.00
*5		Buyline Comment: PC V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	1P-2P	0	\$150.00

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6		Buyline Comment: PC V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	1P-2P	0	\$150.00
*7		Buyline Comment: PC V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	3P-4P	0	\$150.00
*8		Buyline Comment: PC V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	3P-4P	0	\$150.00
*9		Buyline Comment: AFHV V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	4P-5P	0	\$150.00
*10		Buyline Comment: AFHV V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	4P-5P	0	\$150.00
*11		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	7A-8A	0	\$25.00
*12		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	7A-8A	0	\$25.00
*13		Buyline Comment: NEWS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	9P-930P	0	\$1,000.00
*14		Buyline Comment: NEWS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	9P-930P	0	\$1,000.00

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Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*15		Buyline Comment: NEWS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	930P-10P	0	\$700.00
*16		Buyline Comment: NEWS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	930P-10P	0	\$700.00
*17		Buyline Comment: NEWS V3 Cancelled	10/27-10/27	0	\$0.00	:30	0	SA	9P-930P	0	\$700.00
*18		Buyline Comment: NEWS V3 Cancelled	10/27-10/27	0	\$0.00	:30	0	SA	930P-10P	0	\$700.00
*19		Buyline Comment: NEWS V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	9P-930P	0	\$1,000.00
*20		Buyline Comment: NEWS V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	930P-10P	0	\$700.00
*21		Buyline Comment: BONES V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	7P-8P	0	\$1,300.00
*22		Buyline Comment: RH/B&K V3 Cancelled	10/23-10/23	0	\$0.00	:30	0	TU	7P-8P	0	\$1,300.00

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 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*23		Buyline Comment: MLB WS GM 1 V3 Cancelled	10/24-10/24	0	\$0.00	:30	0	W	530P-9P	0	\$1,300.00
*24		Buyline Comment: MLB WS GM 2 V3 Cancelled	10/25-10/25	0	\$0.00	:30	0	TH	530P-9P	0	\$1,300.00
*25		Buyline Comment: MLB WS GM 3 V3 Cancelled	10/27-10/27	0	\$0.00	:30	0	SA	530P-9P	0	\$1,300.00
*26		Buyline Comment: NFL PREGAME V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	10A-11A	0	\$600.00
*27		Buyline Comment: NFL ON FOX - DALLAS AT GIANTS V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	2P-5P	0	\$15,000.00
*28		Buyline Comment: MLB WS GM 4 V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	530P-9P	0	\$1,300.00

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00 Nov 12: 0 / \$0.00
 Sales Totals: 0 / \$0.00

Station KASA-TV ALBUQUERQUE, NM.
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Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
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Fax#

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Station Totals: 0 / \$0.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CABL 0%	KASA 14%	KASY 1%	KLUZ 0%	KOAT 36%
		KOB 20%	KRQE 28%	KWBQ 1%		

---COMPETITIVE COMMENTS---

Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6849389	Ver# 2	Status Returned	Traffic Order# 205046	Printed: 09/12/2012 8:57 AM	1 of 2
EC'd Yes				Last Received: 09/05/2012 3:15 PM	
				Showing Buylines: Last Sta Revised Lines	

Station KASA-TV ALBUQUERQUE, NM.	Agency () GREAT AMERICAN MEDIA	Rep Firm
Advertiser () DSCC IE	3050 K ST NW	Sales Office () PHILADELPHIA
Product DSCC IE	WASHINGTON, DC 20007	Salesperson () AMY MCCREARY
Estimate# 1540	Agency C/P1/P2/E 49/53/1540	
Buyer DAN NAGELBERG	Flight Dates 10/23/2012 - 10/29/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

SEE PRG TP CHANGES LINES 5-8

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*5	-----	-----	-----	---	-----	---	-----	-----	-----	---	-----
			10/23-10/26	1	\$1,200.00	:30	8	TU-F	1P-2P	8	\$150.00
Buyline Comment: PC											
Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. WE HAVE BOOKED THIS LINE 12-1P IN PEOPLES COURT											
*6			10/29-10/29	1	\$300.00	:30	2	M	1P-2P	2	\$150.00
Buyline Comment: PC											
Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. WE HAVE BOOKED THIS LINE 12-1P IN PEOPLES COURT											
*7			10/23-10/26	1	\$1,200.00	:30	8	TU-F	3P-4P	8	\$150.00
Buyline Comment: PC											
Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. WE HAVE BOOKED 2-3P IN PEOPLES COURT											
*8			10/29-10/29	1	\$300.00	:30	2	M	3P-4P	2	\$150.00
Buyline Comment: PC											
Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. WE HAVE BOOKED 2-3P IN PEOPLES COURT											

---REPORT TOTALS---

Report Totals: 20 / \$3,000.00

---SALES MONTHLY TOTALS---

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Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Oct 12: 63 / \$41,320.00 Nov 12: 12 / \$3,995.00

Sales Totals: 75 / \$45,315.00

Station Totals: 75 / \$45,315.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$323,679	CABL 0%	KASA 14%	KASY 1%	KLUZ 0%	KOAT 36%
		KOB 20%	KRQE 28%	KWBQ 1%		

---COMPETITIVE COMMENTS---

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order#	6849389	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

2000

Printed: 09/05/2012 3:15 PM
Last Received: 09/05/2012 2:31 PM
Showing Buylines: All Lines

1 of 4

Station KASA-TV ALBUQUERQUE, NM.

Advertiser () DSCC IE

Product	DSC IE
1	1
2	2
3	3
4	4
5	5
6	6
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94	94
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96	96
97	97
98	98
99	99
100	100

Estimate# 1540

Buyer DAN NAGELBERG

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

49/53/1540 P1/P2/E

Agency C/A M/E/L	4/1/33/1340	10/23/2012 - 10/29/2012
Flight Dates		

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Sales Office ()
Salesperson ()

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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C
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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		----- Buyline Comment: WENDY WILLIAMS	----- 10/23-10/26	1	----- \$125.00	----- :30	----- 5	----- TU-F	----- 7A-8A	----- 5	----- \$25.00 3
2		Buyline Comment: WENDY WILLIAMS	10/29-10/29	1	\$25.00	:30	1	M	7A-8A	1	\$25.00 3
3		Buyline Comment: NEW MEX STYLE	10/23-10/26	1	\$270.00	:30	6	TU-F	8A-9A	6	\$45.00 3
4		Buyline Comment: NEW MEX STYLE	10/29-10/29	1	\$45.00	:30	1	M	8A-9A	1	\$45.00 3
5		Buyline Comment: PC	10/23-10/26	1	\$1,200.00	:30	8	TU-F	1P-2P 12-1	8	\$150.00 2
6		Buyline Comment: PC	10/29-10/29	1	\$300.00	:30	2	M	1P-2P 12-1	2	\$150.00 2
7		Buyline Comment: PC	10/23-10/26	1	\$1,200.00	:30	8	TU-F	3P-4P 2-3	8	\$150.00 2
8		Buyline Comment: PC	10/29-10/29	1	\$300.00	:30	2	M	3P-4P 2-3	2	\$150.00 2
9		Buyline Comment: AFHV	10/23-10/26	1	\$1,200.00	:30	8	TU-F	4P-5P	8	\$150.00 2
10		Buyline Comment: AFHV	10/29-10/29	1	\$300.00	:30	2	M	4P-5P	2	\$150.00 2

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		Buyline Comment: WENDY WILLIAMS	10/23-10/26	1	\$125.00	:30	5	TU-F	7A-8A	5	\$25.00 3
12		Buyline Comment: WENDY WILLIAMS	10/29-10/29	1	\$25.00	:30	1	M	7A-8A	1	\$25.00 3
13		Buyline Comment: NEWS	10/23-10/26	1	\$4,000.00	:30	4	TU-F	9P-930P	4	\$1,000.00 3
14		Buyline Comment: NEWS	10/29-10/29	1	\$1,000.00	:30	1	M	9P-930P	1	\$1,000.00 3
15		Buyline Comment: NEWS	10/23-10/26	1	\$2,800.00	:30	4	TU-F	930P-10P	4	\$700.00 3
16		Buyline Comment: NEWS	10/29-10/29	1	\$700.00	:30	1	M	930P-10P	1	\$700.00 3
17		Buyline Comment: NEWS	10/27-10/27	1	\$700.00	:30	1	SA	9P-930P	1	\$700.00 3
18		Buyline Comment: NEWS	10/27-10/27	1	\$700.00	:30	1	SA	930P-10P	1	\$700.00 3
19		Buyline Comment: NEWS	10/28-10/28	1	\$1,000.00	:30	1	SU	9P-930P	1	\$1,000.00 3
20		Buyline Comment: NEWS	10/28-10/28	1	\$700.00	:30	1	SU	930P-10P	1	\$700.00 3
21		Buyline Comment: BONES	10/29-10/29	1	\$1,300.00	:30	1	M	7P-8P	1	\$1,300.00 3

Rep Order# 6849389 Ver# 1 Status New
EC'd Yes

Traffic Order#

3 of 4

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22			10/23-10/23	1	\$1,300.00	:30	1	TU	7P-8P	1	\$1,300.00
Buyline Comment: RH/B&K											
23			10/24-10/24	1	\$2,600.00	:30	2	W	530P-9P	2	\$1,300.00
Buyline Comment: MLB WS GM 1											
24			10/25-10/25	1	\$2,600.00	:30	2	TH	530P-9P	2	\$1,300.00
Buyline Comment: MLB WS GM 2											
25			10/27-10/27	1	\$2,600.00	:30	2	SA	530P-9P	2	\$1,300.00
Buyline Comment: MLB WS GM 3											
26			10/28-10/28	1	\$600.00	:30	1	SU	10A-11A	1	\$600.00
Buyline Comment: NFL PREGAME											
27			10/28-10/28	1	\$15,000.00	:30	1	SU	2P-5P	1	\$15,000.00
Buyline Comment: NFL ON FOX - DALLAS AT GIANTS											
28			10/28-10/28	1	\$2,600.00	:30	2	SU	530P-9P	2	\$1,300.00
Buyline Comment: MLB WS GM 4											

---REPORT TOTALS---

Report Totals: 75 / \$45,315.00

---SALES MONTHLY TOTALS---

Oct 12: 63 / \$41,320.00 Nov 12: 12 / \$3,995.00

Sales Totals: 75 / \$45,315.00

Station Totals: 75 / \$45,315.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

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KOB 20% KRQE 28% KWBQ 1%

---COMPETITIVE COMMENTS---

Books NOV12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

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CASH IN ADVANCE